

Abstract

Thesis on the topic of the possibilities and limits of using the method of mystery shopping in the measurement of the public services quality is intended to introduce the method of mystery shopping and to evaluate the possibility of its use in the public services quality measurement through its application. Quality is a broad term which is associated with many definitions. Public services have many specifics compared to the private ones, dominated by the lack of profit and focus on meeting the public interest. Even the definition of quality and performance standards in the public sector differs from those in the private sector. Mystery shopping, which is heavily used in measuring the level of service quality in the private sector occurs rarely in the common practice of public services. The public sector is declaratively for several decades focused on the quality of its services. We can identify a clear commitment to achieving quality perceived from the perspective of actual customer which is represented by the approach of good governance, promoted by the UN, to the National Quality Policy and Strategy of national policy to quality strategy Smart administration. Strategy and objectives are accompanied by a number of methods to standardize, manage and measure the quality of public services, which are used in the Czech Republic, but also an alternative method of service design, which is mainly used abroad. As a tool to the search for the possibility of new method usage, I use categorization of managers of public administration motives to use different methods of performance measurement, presented by Robert D. Behn. In order to test the possibilities of usage the method in practice, a survey of the quality measurement of the call center of employment services and the Labour Offices aims to provide the information to various goals set in respect to expected possibilities of mystery shopping. Since the Labour Office is on its way to its services standardization by the new customer service standard- MIKOP, I took this opportunity to test the control purpose or the purpose of the level of the process compliance measurement.

Thesis, including the mystery shopping method application showed that mystery shopping can be used as a method to bring a view of the customer and detailed information about the external effects of the customer service processes, which makes it a valuable piece to the understanding of causality between the inputs and outputs of public services. List of possibilities of its usage is broad, but the method itself fails to comprehensively assess the quality level of the services or organizations. That is why it is important to know its capabilities and limitations, and to thoroughly consider them when deciding on their use,

setting the particular design of measurement as well as the subsequent use of the provided information.